



**Country Land and Business Association (CLA)
Job Description**

Job Title: Rural Adviser / Surveyor

Region: CLA East

Location: The Old Estate Office, Hall Farm, Newmarket, CB8 0TX

Reports to: Director, CLA East

About the Role

As a Rural Adviser / Surveyor, you'll act in a professional capacity to provide expert advice and support to CLA members and staff on land, property, and rural business matters. You'll play a key role in shaping policy, supporting members, and representing their interests at local and national levels.

You will be working with other Rural Advisers and Surveyors on issues relating to land ownership, property and planning, and support the rural sector through a period of change and opportunity, whilst at the forefront of influencing topical debate and policy.

You will lead on infrastructure for the East team so experience of infrastructure projects and compulsory purchase is essential. You will be part of a cross-CLA infrastructure virtual team, and will contribute to the development of national CLA positions on infrastructure, working with the London team. You may be asked to take the lead on some of these issues.

Key Responsibilities

Member Advice

- Respond to members' enquiries to provide timely, accurate advice on a wide range of topics impacting farms, estates and businesses including infrastructure projects, compulsory purchase, utilities, renewables, planning, agricultural, commercial and residential tenancies, diversification, and public access.
- Collaborate with national policy teams and specialists to ensure members receive the best advice.
- Identify emerging issues for lobbying and policy development.
- Produce guidance notes, blogs, articles and presentations to inform and support members.

Representation & Policy

- Represent CLA members in national and regional forums, conferences and meetings, engaging with stakeholders both internally and externally.
- Prepare and submit and/or assist other Advisers/Surveyors in the preparation and submission of consultation responses on issues that affect CLA members both locally, regionally and potentially nationally.
- Assist the Regional Director in developing volunteer participation (branch and regional sub-committees/working groups as needed) providing supportive technical expertise and local knowledge to members to represent CLA interests to outside organisations.

Events & Engagement

- Contribute to the planning, programme and content of regional technical seminars/conferences.
- Attend clinics, shows, farmers' or other meetings to provide advice, including in the evenings and at weekends where necessary.
- Act as media spokesman within areas of competence as required.
- Support the Communications Manager and Regional Director with lobbying work such as MP engagement.

Committees & Collaboration

- Attend and contribute to regional and branch committee meetings.
- Together with the Regional Director, ensure that matters of importance raised at branch committees are effectively communicated to the appropriate policy making committees or individuals involved in the formulation of CLA policy.
- Together with Regional Director provide guidance and briefings to branch and regional chairs and other committee members, as requested.

Team & Office Support

- Work collaboratively with the regional team and deputise for colleagues when needed.
- Undertake membership retention activities and work closely with the Membership Relations Manager (MRM) to gather member intelligence and ensure member information is up to date.
- Support and work with the sales team to help identify potential member leads and introductions as well as supporting conversion into membership and recruitment efforts.
- Support with and contribution to all general office duties and member communications, including telephone reception, as requested.
- Other duties as required by the Regional Director.

Product Knowledge

- Keep up to date with current issues affecting CLA members and identify how CLA policy will benefit members.
- Maintain a full understanding of the CLA's purpose and ambitions.
- Maintain an understanding of all CLA membership products and member services in order to promote and upsell in conversations with CLA members.

Person Specification

Education & Qualifications

Essential	Beneficial
Degree-level education or equivalent experience.	MRICS and/or CAAV Qualification.

Professional skills

Essential	Desirable
Strong knowledge of rural affairs, land use, and property issues.	Knowledge and experience of rural property topics including agricultural, commercial and residential tenancies, diversification, renewables, public access, and other issues faced by rural farms, estates, and businesses.
Experience advising farmers, landowners, and rural businesses.	Understanding of future agricultural policy and legislation, including knowledge of environmental land management schemes.
High degree of accuracy and ability to pay close attention to detail.	Knowledge of the planning system and planning issues, in particular rural planning issues, and designations.
Able to build relationships and influence a wide range of stakeholders.	
Knowledge and experience of infrastructure projects, utilities and compulsory purchase	
Confident communicator with excellent written and verbal skills.	

Rural Knowledge

Essential	Desirable
Understanding of the key issues facing agricultural, rural communities and rural businesses.	Understanding of CLA purpose and ambitions.

IT Literacy

Desirable
Familiarity with using CRM/ERP systems including Microsoft Dynamics and Office 365.

Interpersonal Skills

Essential
The ability to deal effectively and professionally with a wide range of people including colleagues at all levels, CLA members, MPs, and decision makers both internally and externally.
Ability to interact and communicate effectively with a variety of stakeholders. Ability to establish rapport and common ground, and challenge when necessary.
Excellent English literacy skills and grammar.
Ability to make a compelling case both verbally and in writing.
Ability to demonstrate initiative and self-motivation.
Ability to demonstrate good judgement.
Experience of working within a team and delivering individual casework or projects.